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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Pfleger et al.  
Serial No. : 10/802,958  
Filed : March 17, 2004  
Title : METHODS AND SYSTEMS FOR IMPROVING A SEARCH RANKING USING  
POPULATION INFORMATION

Art Unit : 2169  
Examiner : Christyann R. Pulliam  
Conf. No. : 4198

**Mail Stop Amendment**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF JANUARY 18, 2007

Please reconsider this application in light of the following:

**Amendments to Specification** beginning on page 2;

Amendments to the claims set forth in the **Listing of Claims** beginning on page 3; and

**Remarks** beginning on page 7.

CERTIFICATE OF MAILING BY FIRST CLASS MAIL

I hereby certify under 37 CFR §1.8(a) that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage on the date indicated below and is addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

April 17, 2007

Date of Deposit

Julie H. Giordano  
Signature

Julie H. Giordano

Typed or Printed Name of Person Signing Certificate